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## ORDER

Print Date 10/01/12

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Flight Dates 09/25/12-10/01/12

Contract / Revision 308882 /

Original Date / Revision  
10/01/12 10/01/12

Advertiser Priorities USA Action

Agency Mundy Katowitz Media Inc

Buying Contact

1322 G Street SE  
Washington, DC 20003-3021

Product

Issue. PUSA TV 9.25 to 10.1.12

Agency Com 15%

Billing Contact

1322 G Street SE  
Washington, DC 20003-3021

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1562

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	23	\$14,407.50	\$16,950.00	0.00	08/27/12	09/30/12	23	\$14,407.50	\$16,950.00
October 2012	6	\$4,101.25	\$4,825.00	0.00	10/01/12	10/01/12	6	\$4,101.25	\$4,825.00
Totals	29	\$18,508.75	\$21,775.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
2	WCPO	09/25/12	10/01/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MT-T---	:30	2	\$225.00	P-2	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-T-T---		2				\$225.00		0.00			
		Week: 10/01/12	10/07/12	M-----		1				\$225.00		0.00			
3	WCPO	09/26/12	09/28/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	--W-F--	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--W-F--		2				\$900.00		0.00			
4	WCPO	09/25/12	10/01/12		CM	7-9a	MTWTF--	:30	2	\$900.00	P-1	0.00	NM	3	\$2,700.00



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Hiatus Dates

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Order Sep 00:20:00

Advertiser Priorities USA Action Product Issue. PUSA TV 9.25 to 10.1 Estimate # 1562

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F GMA 7-9am											
				M-F GMA 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-T-T---					2	\$900.00		0.00			
		Week: 10/01/12	10/07/12	M-----					1	\$900.00		0.00			
7	WCPO	09/28/12	09/28/12	M-F 11a-12p	CM	11a-12p	----F--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				M-F 11a-12p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--					1	\$600.00		0.00			
E 8	WCPO	10/01/12	10/01/12	M-F 12-1p News	CM	12-1p	M-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				M-F 12-1p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----					1	\$750.00		0.00			
9	WCPO	09/25/12	09/25/12	M-F 1-2p	CM	1258-2p	-T-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				M-F 1-2p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-T-----					1	\$800.00		0.00			
10	WCPO	09/27/12	10/01/12	M-F 3-4p	CM	3-4p	M-T---	:30	1	\$650.00	P-2	0.00	NM	2	\$1,300.00
				M-F 3-4p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---T---					1	\$650.00		0.00			
		Week: 10/01/12	10/07/12	M-----					1	\$650.00		0.00			
12	WCPO	09/25/12	09/28/12	M-F 4-5p Ellen	CM	358-5p	-T--F--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
				M-F 4-5p Ellen											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-T--F--					2	\$1,500.00		0.00			
14	WCPO	10/01/12	10/01/12	M-F 6-630p News	CM	558-630p	M-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
				M-F 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----					1	\$2,000.00		0.00			
16	WCPO	09/26/12	09/26/12	M-F 7-730p	CM	M-F 7-730pm	--W----	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
				7-730p The List											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--W----					1	\$900.00		0.00			
17	WCPO	09/27/12	09/27/12	M-F 730-8p	CM	M-F 730-8p	---T---	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
				730-8p Let's Ask America											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---T---					1	\$900.00		0.00			
18	WCPO	09/28/12	09/28/12	M-F 1135p-1202a Nightlir	CM	1135p-1202a	----F--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				M-F 1135p-1202a Nightlir											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--					1	\$1,500.00		0.00			
19	WCPO	09/29/12	09/29/12	SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
				SA GMTS 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-					1	\$450.00		0.00			
20	WCPO	09/30/12	09/30/12	SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
				SU GMTS 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$450.00		0.00			
21	WCPO	09/27/12	09/27/12	M-F 10-11a Right This Morn	CM	10-11a	---T---	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00



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Advertiser Priorities USA Action Product Issue. PUSA TV 9.25 to 10.1 Estimate # 1562

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---T---					1	\$350.00		0.00			
23	WCPO	09/26/12	09/28/12	M-F 10-11a Live with Regis and Kelly	CM	M-F 9-10a	--W-F--	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--W-F--					2	\$500.00		0.00			
25	WCPO	09/26/12	09/26/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	--W----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--W----					1	\$800.00		0.00			
26	WCPO	10/01/12	10/01/12	M-F 1202-107a Jimmy K M-F 1202-107a Jimmy Ki	CM	1202-107a	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----					1	\$300.00		0.00			
27	WCPO	09/29/12	09/29/12	SA 7-730p SA7-730P	CM	658-730p	-----S-	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-					1	\$750.00		0.00			
28	WCPO	09/30/12	09/30/12	SU 6-7am SU 6-7am	CM	6-7a	-----S	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$300.00		0.00			
29	WCPO	09/30/12	09/30/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$450.00		0.00			
													Totals	29	\$21,775.00